

REMARKS/ARGUMENTS

Favorable reconsideration of this application as presently amended and in light of the following discussion is respectfully requested.

Claims 41-43 and 48-70 are pending. Claims 41, 48, 53, 55, 60, 62, 67, and 68 are amended and new Claim 70 is added by the present amendment. As amended Claims 41, 48, 53, 55, 60, 62, 67, and 68 and new Claim 70 are supported by the original disclosure,<sup>1</sup> no new matter is added.

In the outstanding Office Action, Claims 41-43 and 48-68 were rejected under 35 U.S.C. §103(a) as unpatentable over Bieganski et al. (U.S. Patent No. 6,412,012, hereinafter “Bieganski”) in view of Medina et al. (U.S. Patent No. 6,959,288, hereinafter “Medina”).

Initially, it is noted that page 2, line 4 of the outstanding Office Action acknowledged that Claim 69 was added, but Claim 69 was not rejected or in any way addressed by the outstanding Office Action. Accordingly, the outstanding final rejection is improper and a new office communication addressing Claim 69 is respectfully requested.

The outstanding rejection is respectfully traversed.

Amended Claim 41 recites in part:

a selecting unit configured to select a content from the group of contents based on the weight computed by the computing unit and to create at least two filtering packages based on the at least two filtering data sets, each of the at least two filtering packages includes information identifying the content selected, and the information identifying the content is capable of being shared by the at least two filtering packages so as to allow the content to belong to both the at least two filtering packages at any given time, ***said selecting unit including at least two user actuated indicators, a first indicator configured to select the contents before filtering by a filtering package and a second indicator configured to select the content after filtering by a filtering package;*** and  
a displaying unit configured to display a list including at least a title of the content in the information identifying the

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<sup>1</sup>See, e.g., the specification at page 35, lines 5-9 and Figure 39.

content selected by the selecting unit *and the content corresponding to a user actuated indicator selected by a user.*

Bieganski describes a system for making recommendations to a user based on user preference data compiled based on a history of a user choices.<sup>2</sup> The outstanding Advisory Action cited the user preference data and the item compatibility rules of Bieganski as describing “the filtering criteria of the at least two filtering sets is generated by the user.”<sup>3</sup> However, it is respectfully submitted that Bieganski does not teach or suggest at least two user actuated indicators, a first indicator configured to select the contents before filtering by the user preference data for the item compatibility rules and a second indicator configured to select the content after filtering by the user preference data or the item compatibility rules. In fact, it is respectfully submitted that Bieganski clearly states “The system includes a processing system of one or more processors configured to receive applicable data, including i) user preference data, and ii) item compatibility rules, and to produce a compatibility-aware recommendation output set using the user preference data *and* the item compatibility rules.” (Emphasis added.) This clearly indicates that both the user preference data *and* the item compatibility rules are used to produce the output. Further, it is respectfully submitted that Bieganski does not teach or suggest any indicator which when selected by a user will display the original data before filtering by any filtering data. In this regard, Bieganski only appears teach or suggest providing the output *after* filtering. Therefore, Bieganski does not teach or suggest “a selecting unit” and “a display unit” as defined in amended Claim 41. Further, it is respectfully submitted that Medina does not teach or suggest such these features either. Consequently, Claim 41 (and Claims 42, 43, 69, and 70 dependent therefrom) is patentable over Bieganski in view of Medina.

As amended Claims 40 and 67 also recite:

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<sup>2</sup>See Bieganski, column 7, lines 26-45.

<sup>3</sup>See the outstanding Advisory Action at page 2, lines 13-15.

said selecting unit including at least two user actuated indicators, a first indicator configured to select the contents before filtering by a filtering package and a second indicator configured to select the content after filtering by a filtering package; and

a displaying unit configured to display ... the content corresponding to a user actuated indicator selected by a user.

as defined in Claim 41, amended Claims 48 and 67 are patentable for at least the reasons described above with respect to Claim 41.

Amended Claims 53, 55, 60, 62, and 68 recite in part:

***receiving a selection from a user from among at least two user actuated indicators, a first indicator configured to select the contents before filtering by a filtering package and a second indicator configured to select the content after filtering by a filtering package; and***

***displaying ... the content corresponding to a user actuated indicator selected by the user.***

As noted above, Bieganski only describes making recommendations to a user based on user preference data **and** item compatibility rules, and only provides the output based on the user preference data and item compatibility rules. Thus, Bieganski does not teach or suggest “***receiving a selection from a user*** from among at least two user actuated indicators, a first indicator configured to select the contents before filtering by a filtering package **and** a second indicator configured to select the content after filtering by a filtering package” as recited in amended Claims 53, 55, 60, 62, and 68. Therefore, Bieganski does not teach or suggest “receiving” and “displaying” as defined in amended Claims 53, 55, 60, 62, and 68. Further, it is respectfully submitted that Medina does not teach or suggest these features either. Consequently, Claims 53, 55, 60, 62, and 68 (and Claims 54, 56-59, 61, and 63-67 dependent therefrom) are patentable over Bieganski in view of Medina.

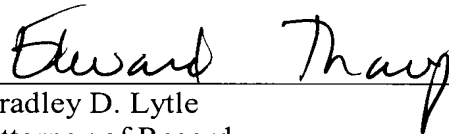
New Claim 70 is supported at least by the specification at page 35, lines 5-9 and Figure 39. New Claim 70 recites in part “said selecting unit further includes a third indicator configured to select the contents after filtering by a user defined package.”

As Bieganski only describes making recommendations to a user based on user preference data *and* item compatibility rules, and only provides the output based on the user preference data and item compatibility rules, Bieganski cannot teach or suggest “a third indicator” as defined in new Claim 70. Accordingly, new Claim 70 further defines over Bieganski in view of Medina.

Accordingly, the pending claims are believed to be in condition for formal allowance. An early and favorable action to that effect is respectfully requested.

Respectfully submitted,

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